



FY 16/17 BUDGET PRESENTATION

HIGHLIGHTS

Lansing Center:

- experienced a record year in FY15/16. Continuing to exceed industry standards for occupancy growth and revenue growth for comparable facilities and markets.
- welcomed over 21,000 convention-related room nights for the third straight year (national average is 25,500).
- hosted nearly 400 events and welcomed over 250,000 attendees (national average is 318 events and 230,000 attendees).
- hosted OrgPro (MSAE's annual conference for association leaders and planners) and will host the Pure Michigan Governor's Conference on Tourism in April.
- received a W3 Silver Award for the Center's redeveloped website, created by Lansing's own Gravity Works. The award is issued by an internationally recognized website competition which honors excellence on the web.



HIGHLIGHTS

Cooley Law School Stadium:

- saw the completion of a nearly \$14M renovation that updated and added amenities, and created new venues and fan attractions.
- had a 9% increase in attendance and 12% increase in per cap spending.
- hosted several new events, including Taste of Country Concert, one of the largest concerts held in the stadium since it opened.
- made lease payments (from TMO) to the City that equated to an almost 17% increase in revenues.



HIGHLIGHTS

Common Ground Music Festival:

- held annually at Adado Riverfront Park, hosted nearly 50,000 attendees, with 50% of tickets sold outside of our region and 5% sold outside the state of Michigan (including 49 states).
- saw an 11% increase in ticket revenue and a 31% increase in festival passes. Also saw increases in sponsorship revenue of nearly \$40,000 and premium/VIP seating purchases increased 41%.
- contributed nearly \$40,000 to local charitable organizations through share work, ticket fundraisers, and volunteer efforts.



HIGHLIGHTS

The Lansing City Market:

- initiated a new concert series, Jazz on the Grand. This free concert series hosted local, regional, and national jazz artists on the lower plaza of the City Market throughout the summer. Local school groups were involved as opening acts.
- hosted food trucks on the lower plaza Mondays throughout the summer to expand the unique lunch offerings to the downtown area.
- began hosting more events and activities, including a 5K, beer and wine tastings, Wine and Canvas events, Valentine's Dinner, Bunny Hop and Easter Egg Hunt, and more.

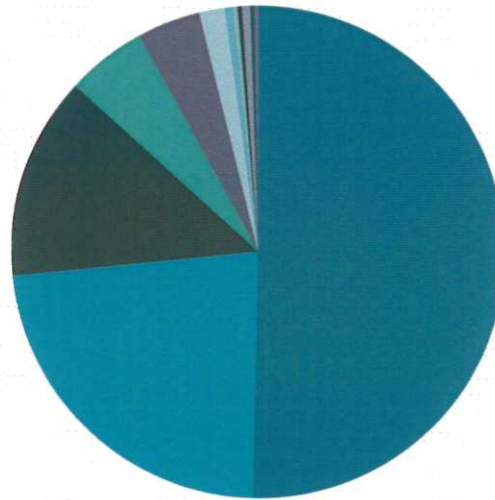


BY THE NUMBERS



LANSING CENTER BUDGET OVERVIEW

2016-17 Proposed Budget: Revenues	
Food Services	3,128,787
Building Rental	959,708
Equipment Rental	569,087
Labor/Service	220,544
Utilities	172,736
Security	71,736
Box Office	19,055
Miscellaneous	16,153
Parking	16,000
Sponsorships	16,000
FS-Vend	10,062
Signage/Promotions	10,000
FS-Merch	1,000
Total Operating Revenues	5,210,868



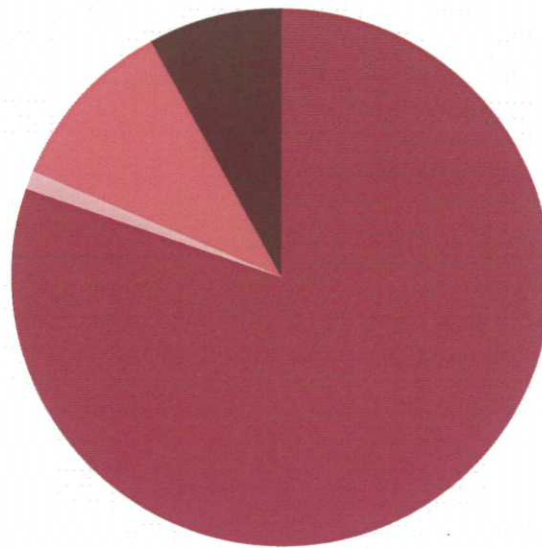
Expenses	
Salaries/Wages	2,119,946
Fringes/Related Costs	722,663
Communications	9,228
Leases	30,724
Professional Services	323,227
Utilities	862,208
Marketing	66,171
Repairs/Maintenance	94,203
Supplies/Materials	94,119
Events	73,822
Security	44,386
Insurance/Bonding	75,316
Depreciation	2,500
F/B Expense	1,753,687
Bad Debt	7,500
Miscellaneous	80,559
Total Operating Expense	6,360,261
Income/(Loss)	1,149,393
Interest of Bank Accounts	210
Sales/Marketing Reimbur	321,000
Income/(Loss)	828,182
Proposed Net City Contribution	828,182



LANSING CITY MARKET BUDGET OVERVIEW

2016-17 Proposed Budget: Revenues

Building Rental	90,968
Equipment Rental	1,000
Utilities	12,000
Miscellaneous	9,010
Total Operating Revenues	112,978



Expenses

Salaries/Wages	66,125
Fringes/Related Costs	23,166
Communications	2,241
Professional Services	2,000
Utilities	68,371
Marketing	10,000
Repairs/Maintenance	6,858
Supplies/Materials	8,856
Insurance/Bonding	1,948
Depreciation	2,180
Miscellaneous	945
Total Operating Expense	192,689
Income/(Loss)	79,711
Less Depreciation	0
Interest on Bank Accounts	0
Income/(Loss)	79,711
Proposed Net City Contribution	79,711



COOLEY LAW SCHOOL STADIUM BUDGET OVERVIEW

2016-17 Proposed Budget: Revenues

Equipment Rental	
Miscellaneous	6,000
Total Operating Revenues	6,000

Expenses

Salaries/Wages	56,319
Fringes/Related Costs	28,131
Communications	2,368
Professional Services	2,500
Utilities	147,263
Marketing	4,160
Repairs/Maintenance	55,937
Supplies/Materials	4,425
Concessions/Catering	6,650
Insurance/Bonding	24,444
Depreciation	1,800
Miscellaneous	21,395
Total Operating Expense	355,391
Income/(Loss)	349,391
Proposed Net City Contribution	349,391



FY16/17 GOALS & HIGHLIGHTS

- In FY16 and beyond, LEPFA will continue to increase our role as an economic generator to the Metro Lansing region. The economic impact of LEPFA and its facilities/events is approximately \$85M in FY15/16.
- The Lansing Center seeks to increase rental revenue and ancillary revenues for the 5th consecutive year!
- Lansing City Market will grow occupancy to 90% by fall and increase offerings in events each month as an attempt to draw in business.
- An emphasis on working with companies, organizations, and partners towards the development of new events and entertainment offerings.



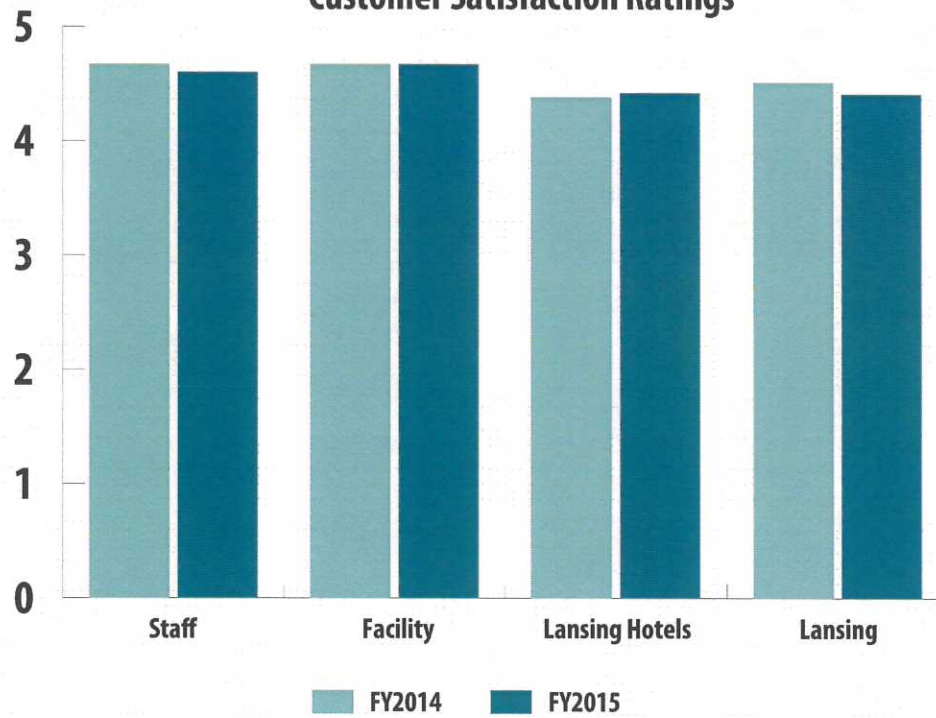
FY16/17 GOALS & HIGHLIGHTS

- Pursue regional funding mechanism for Lansing Center to reduce operating subsidy.
- Continued development of the Ad Hoc Committee of the GLCVB and LEPFA Board(s) into a committee of both boards reviewing opportunities for growth of the organizations and missions they serve.
- Reorganization of LEPFA structures to now include Department of Sales and Services (formerly sales and marketing) to include Customer Service areas (catering and event coordination). Further development of Technology Services (formerly A/V Services now includes IT).



PERFORMANCE MEASURES

Customer Satisfaction Ratings



Lansing Center Occupancy

	Contracted	Used
2014	39.53%	40.95%
2015	51.76%	56.61%
National Avg.	43.00%	



PERFORMANCE MEASURES (CON.)

Economic Impact					
	Lansing Center	Coolley Stadium	City Market	Other Events	Total
FY 14	\$59,722,654	\$11,764,409	\$506,385	\$3,834,528	\$75,827,976
FY 15	\$68,382,438	\$12,823,205	\$405,108	\$3,911,218	\$85,521,969
Difference	\$8,659,784	\$1,058,796	(\$101,277)	\$76,690	\$9,693,993





Thank You.

